Observable trends:

1. The higher priced items seem to be bought more often. When looking at the top 5 items by both Total Purchase Value and Purchase Count, there are three games that exist on both lists. These games all have a high price. An exception is Pursuit, Cudgel of Necromancy, which had a Purchase count of 8, but a selling price of $1.02 – much lower than the average of $3.05
2. Females, while buying extra items less frequently, spend more when they do buy (in terms of both Average Purchase Price and Average Total Purchase per person
3. 35 to 39 year old players and Kids under 10 spend more on their purchases than other demographics. These are the only 2 age groups that spend more than the overall average of $3.05 per purchase.